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**Sosialisasi Program Jaminan Kesehatan Nasional dan Hubungannya Terhadap Pengetahuan Hak Peserta BPJS Kesehatan di Puskesmas Kota Padang**

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xv + 53 Halaman + 6 Tabel + 6 Lampiran

**ABSTRAK**

**Latar Belakang :** Sosialisasi yang telah dilakukan Jaminan Kesehatan Nasional kepada masyarakat di puskesmas sebagai *gate keeper* pelayanan masih belum optimal. Terdapat 4 tahapan dalam sosialisasi yakni tahapan sensitisasi, publisitas, edukasi dan motivasi. Pemerintah telah menetapkan semua warga negara indonesia menjadi peserta BPJS Kesehatan, namun sampai saat ini masih banyak warga negara indonesia yang belum menjadi peserta BPJS Kesehatan.

**Metode :** Jenis penelitian ini merupakan penelitian analitik observasional dengan pendekatan *cross sectional*. Jumlah sampel sebanyak 106 responden dengan teknik *consecutive sampling*. Data dianalisa dengan uji *Chi-Square* dengan  $p\text{ value} < 0.05$ .

**Hasil :** Hasil penelitian ini menunjukkan bahwa setiap tahapan sosialisasi tidak optimal dan mengakibatkan pengetahuan peserta BPJS Kesehatan rendah.

**Kesimpulan :** Terdapatnya hubungan antara sosialisasi program Jaminan Kesehatan Nasional terhadap pengetahuan hak peserta BPJS Kesehatan di Puskesmas Kota Padang.

**Kata Kunci :** Sosialisasi, Jaminan Kesehatan Nasional, Pengetahuan.

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***SOCIALIZATION OF THE NATIONAL HEALTH INSURANCE PROGRAM  
AND ITS RELATIONSHIP TOWARDS THE KNOWLEDGE OF BPJS  
HEALTH PARTICIPANTS RIGHTS IN PUSKESMAS PADANG***

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*xv + 53 Pages + 6 Tabels + 6 Attachments*

**ABSTRACT**

**Background :** *The socialization that has been carried out by the National Health Insurance to the community at the puskesmas as a gate keeper service is still not optimal. . There are 4 stages in the socialization namely the stages of sensitization, publicity, education and motivation. The government has set all Indonesian citizens to become BPJS Health participants, but until now there are still many Indonesian citizens who have not yet become BPJS Health participants.*

**Method :** *This research was an observational analytic study with cross sectional approach. The number of samples was 106 respondents with consecutive sampling technique. Data was analyzed with Chi-Square test with  $p$  value  $<0.05$ .*

**Results :** *The results of this study indicate that each stage of socialization was not optimal and resulted poor knowledge of BPJS Health participants .*

**Conclusion:** *There is a relationship between the socialization of the National Health Insurance program towards the knowledge of BPJS Health participants rights in the puskesmas Padang.*

**Keywords:** *Socialization, National Health Insurance, Knowledge, BPJS Health.*